



WCPO

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ORDER

Print Date 09/13/12

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Flight Dates 09/13/12-09/17/12

Contract / Revision 310796 /

Original Date / Revision
09/12/12 09/13/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

OFA Sked A 9.13-9.17

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1768

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	49	\$13,111.25	\$15,425.00	0.00
Totals	49	\$13,111.25	\$15,425.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/17/12	49	\$13,111.25	\$15,425.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WCPO	09/13/12	09/17/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	M- TF- -	:30	2	\$50.00	P-8	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M- TF- -					2	\$50.00		0.00			
N 2	WCPO	09/13/12	09/17/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	M- TF- -	:30	2	\$170.00	P-8	0.00	NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M- TF- -					2	\$170.00		0.00			
N 3	WCPO	09/13/12	09/17/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	M- TF- -	:30	2	\$150.00	P-8	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision 310796 Flight Dates 09/13/12-09/17/12

Hiatus Dates

Original Date / Revision 09/12/12/ 09/13/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product OFA Sked A 9.13-9.17

Estimate # 1768

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	09/13/12	09/17/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	M--TF--	:30	2	\$150.00	P-8	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--TF--					2	\$150.00		0.00			
N 4	WCPO	09/13/12	09/17/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	1--11--	:30	3	\$150.00	P-8	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--TF--					3	\$150.00		0.00			
N 5	WCPO	09/13/12	09/17/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	M--TF--	:30	2	\$100.00	P-8	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--TF--					2	\$100.00		0.00			
N 6	WCPO	09/13/12	09/17/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M--TF--	:30	2	\$190.00	P-8	0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--TF--					2	\$190.00		0.00			
N 7	WCPO	09/13/12	09/17/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	M--TF--	:30	2	\$165.00	P-8	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--TF--					2	\$165.00		0.00			
N 8	WCPO	09/13/12	09/17/12	M-F 1-2p M-F 1-2p	CM	1258-2p	M--TF--	:30	2	\$150.00	P-8	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--TF--					2	\$150.00		0.00			
N 9	WCPO	09/13/12	09/17/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	M--TF--	:30	3	\$600.00	P-8	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--TF--					3	\$600.00		0.00			
N 10	WCPO	09/13/12	09/17/12	M-F 3-4p 3-4pm Katie	CM	3-4p	M--TF--	:30	3	\$200.00	P-8	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--TF--					3	\$200.00		0.00			
N 11	WCPO	09/13/12	09/17/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	M--TF--	:30	2	\$280.00	P-8	0.00	NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--TF--					2	\$280.00		0.00			
N 12	WCPO	09/13/12	09/17/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	M--TF--	:30	2	\$275.00	P-8	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--TF--					2	\$275.00		0.00			
N 13	WCPO	09/13/12	09/17/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	M--TF--	:30	3	\$300.00	P-8	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--TF--					3	\$300.00		0.00			
N 14	WCPO	09/13/12	09/17/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	M--TF--	:30	2	\$325.00	P-8	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--F--					2	\$325.00		0.00			
N 15	WCPO	09/13/12	09/17/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	M--TF--S	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/12	09/17/12	M--TF--S					2	\$900.00		0.00			



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Order Sep 00:20:00

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Estimate # 1768

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WCPO	09/13/12	09/17/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	M - TF- S	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/11/12	09/17/12	M - TF- S		2			\$900.00			0.00			
N 16	WCPO	09/13/12	09/17/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	M - TF- -	:30	2	\$175.00	P-8	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/11/12	09/17/12	M - TF- -		2			\$175.00			0.00			
N 17	WCPO	09/13/12	09/17/12	M-F 1202-107a Jimmy Ki M-F 1202-107a Jimmy Ki	CM	1202-107a	M - TF- -	:30	2	\$50.00	P-8	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/11/12	09/17/12	M - TF- -		2			\$50.00			0.00			
N 18	WCPO	09/13/12	09/17/12	M-F 106-206a Frasier M-F 106-206a Frasier	CM	106-206a	M - TF- -	:30	2	\$20.00	P-8	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/11/12	09/17/12	M - TF- -		2			\$20.00			0.00			
N 19	WCPO	09/16/12	09/16/12	SU 1135p-1235a SU 1135p-1235a	CM	SU 1135p-1235a	- - - - - S	:30	1	\$75.00	P-8	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/11/12	09/17/12	- - - - - S		1			\$75.00			0.00			
N 20	WCPO	09/17/12	09/17/12	ABC Monday Prime Monday Prime	CM	8-11p	M- - - - -	:30	1	\$600.00	P-8	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/11/12	09/17/12	M- - - - -		1			\$600.00			0.00			
N 21	WCPO	09/14/12	09/14/12	Friday Prime A Friday Prime A	CM	8-9p	- - - - F - -	:30	1	\$700.00	P-8	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/11/12	09/17/12	- - - - F - -		1			\$700.00			0.00			
N 22	WCPO	09/14/12	09/14/12	Friday Prime C Friday Prime C	CM	10-11p	- - - - F - -	:30	1	\$1,000.00	P-8	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/11/12	09/17/12	- - - - F - -		1			\$1,000.00			0.00			
N 23	WCPO	09/15/12	09/15/12	OSU Football OSU Football	CM	1158a-1130p	- - - - - S-	:30	1	\$2,500.00	P-8	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/11/12	09/17/12	- - - - - S-		1			\$2,500.00			0.00			
N 24	WCPO	09/13/12	09/17/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	M - TF- -	:30	1	\$300.00	P-8	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/11/12	09/17/12	M - - F - -		2			\$300.00			0.00			
N 25	WCPO	09/13/12	09/17/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	- - - - - S-	:30	2	\$100.00	P-8	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/11/12	09/17/12	- - - - - S-		2			\$100.00			0.00			
Totals														49	\$15,425.00